

# ÖZÜM PINAR BAYPINAR

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## SUMMARY

Master's in Retail & Consumer Management with hands-on experience in Talent Acquisition, Employer Branding, and HR Strategy. Skilled in candidate sourcing, recruitment process management, social media branding, and employee engagement projects. Experienced in international and multicultural work environments

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## WORK EXPERIENCE

**ABICS GmbH** Sep 2024- April 2025  
**Business Development Working Student - Bremen**

- Designed and launched the CodeUp Internship Program from scratch: program structure, candidate sourcing & CV screening, full communication, and process coordination.
- Managed LinkedIn employer branding content & program visibility

**ASCARI GmbH** Aug 2023-Oct 2023  
**Business Development Working Student - Munich**

- Collaborated with an international team across Germany and the Czech Republic.
- Conducted LinkedIn-based market research, compiling company data into reports

**PRESIDENCY OF TURKEY HR OFFICE** Feb 2023-April 2023  
**Human Resources Intern- Ankara**

- Supported Excel-based HR data analysis and reporting for national projects.
- Assisted with HR indicators, workforce tables, and policy-related translations.

**TUNCAD** June 2022-Sep 2022  
**Human Resources Intern- Sousse**

- Supported talent acquisition: CV editing, candidate communication & interview scheduling.
- Coordinated with Canadian firms to expand the talent pipeline.
- Created employer branding content (LinkedIn, Facebook).

**TR MINISTRY OF TREASURY AND FINANCE** Aug 2021-Sep 2021  
**Public Finance Intern- Ankara**

- Collaborated on research and presentations about financial markets, fintechs, and strategic public finance policies

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## EDUCATION

**M.A. in Retail and Consumer Management** Sep 2023 - Sep 2025  
Technische Hochschule Ingolstadt

- Thesis on "The Impact of Loneliness on Impulsive Buying Behavior in Generation Z"

**Politikwissenschaft (Erasmus Exchange Student)** Sep 2021 - Feb 2022  
Universität Bremen

**Bachelor of Political Science and Public Administration** Sep 2018 - Aug 2023  
Hacettepe University

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## VOLUNTEERING

### **Vice President (2020-2021)**

Hacettepe P&A Community

### **Finance Director (2019-2020)**

Hacettepe P&A Community

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## SKILLS

- Time Management & Organizational Skills
  - Communication & Active Listening
  - Teamwork & Cross-cultural Collaboration
  - Creativity & Problem-solving
  - MS Office, Canva, Google Workspace, Zoom, MS Teams
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## LANGUAGES

- Turkish (Mother Language)
  - English- C1
  - German- B1
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## REFERENCES

Mehmet Ünal — CEO, ABICS GmbH

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